This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (canceled)

1   Claim 2 (previously presented): The method of claim 10 wherein
2   the searchable data structure is an inverted index.

1   Claim 3 (original): The method of claim 2 wherein the inverted
2   index includes entries, each entry including a term and one or
3   more Web page identifiers.

1   Claim 4 (original): The method of claim 2 wherein the inverted
2   index includes entries, each entry including a term and one or
3   more pairs, each pair including a Web page identifier and a term
4   count.

1   Claim 5 (currently amended): The method of claim 2 wherein the
2   inverted index includes entries, each entry including a term
3   extracted from advertiser Web pages and one or more Web page
4   identifiers that ~~identifier~~ <u>identify</u> advertiser Web ~~page~~ <u>pages</u>
5   in which the term appears.

1   Claim 6 (currently amended): A method comprising:
2   a)   accepting a search query;
3   b)   searching<u>, using information from the search query,</u> a
4   searchable data structure including advertiser Web page
5   information to generate advertisement search results;
6   c)   accepting the advertisement search results; and
7   d)   retrieving<u>, automatically, independent of end user</u>
8   <u>acts, and responsive to the search query,</u> at least one
9   advertisement using at least a portion of the accepted

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10   advertisement search results,

11   wherein the at least one advertisement is retrieved from a

12   set of advertiser information, the set of advertiser information

13   including information identifying advertiser Web pages, and

14   wherein the searchable data structure including advertiser

15   Web page information ~~includes~~ is generated from information

16   automatically extracted exclusively from the identified

17   advertiser Web pages without the need for expressly entered

18   advertiser entered targeting information.

1   Claim 7 (previously presented): The method of claim 10 wherein

2   each of the advertisement search results have a score.

1   Claim 8 (previously presented): The method of claim 7 further

2   comprising:

3   e) scoring, using at least the advertisement search result

4   scores, at least some of the retrieved at least one

5   advertisement.

1   Claim 9 (previously presented): The method of claim 7 further

2   comprising:

3   e) scoring, using at least the advertisement search result

4   scores and further using at least one of (1) ad performance

5   information, (2) ad price information (3) advertiser

6   quality information, and (4) user information, at least

7   some of the retrieved at least one advertisement.

1   Claim 10 (currently amended): A method comprising:

2   a) accepting a search query;

3   b) searching, using information from the search query, a

4   searchable data structure including advertiser Web page

5   information to generate advertisement search results;

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6   c) accepting the advertisement search results; and

7   d) retrieving, automatically, independent of end user

8   acts, and responsive to the search query, at least one

9   advertisement using at least a portion of the accepted

10   advertisement search results,

11   wherein the searchable data structure includes entries,

12   each entry including a term automatically and exclusively

13   extracted from the advertiser Web page information and one or

14   more Web page identifiers, and

15   wherein the act of retrieving at least one advertisement

16   using at least a portion of the accepted advertisement search

17   results uses Web page identifiers included in the advertisement

18   search results to lookup an advertisement having a landing page

19   corresponding to at least one of the Web page identifiers.

1   Claim 11 (original): The method of claim 10 wherein the Web

2   page identifiers are used as lookup keys to a database of

3   advertisement information.

1   Claim 12 (previously presented): The method of claim 10 wherein

2   the at least one advertisement is not one of the accepted search

3   results.

1   Claim 13 (currently amended): A method comprising:

2   a) accepting a search query;

3   b) searching, using information from the search query, a

4   searchable data structure including advertiser Web page

5   information to generate advertisement search results;

6   c) accepting the advertisement search results; and

7   d) retrieving, automatically, independent of end user

8   acts, and responsive to the search query, at least one

9   advertisement using at least a portion of the accepted

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10   advertisement search results,

11   wherein the ~~act~~ acts of <u>searching the searchable data</u>

.12   <u>structure and</u> retrieving at least one advertisement ~~is~~ <u>may be</u>

13   performed without consideration of expressly entered targeting

14   information.

1   Claim 14 (previously presented): The method of claim 13 wherein

2   the targeting information includes keyword targeting

3   information.

1   Claim 15 (previously presented): The method of claim 10 further

2   comprising:

3   e) generating a document including (1) search results

4   determined using the search query and a second searchable

5   data structure, and (2) the at least one advertisement.

1   Claim 16 (original): The method of claim 15 wherein a format of

2   each of the search results is different from a format of each of

3   the at least one advertisement.

     Claims 17-22 (canceled)

1   Claim 23 (currently amended): A search engine comprising:

2   ~~a) a query processor;~~

3   <u>a</u> ~~b)~~ a first index including information derived from Web

4   pages of the World Wide Web; ~~and~~

5   <u>b</u> ~~c)~~ a second index including information <u>automatically</u>

6   derived exclusively from Web pages of advertisers <u>without</u>

7   <u>the need for expressly entered advertiser entered targeting</u>

8   <u>information; and</u>

9   <u>c) a query processor to accept (1) a search query, (2)</u>

10   <u>obtain search results to the search query using the first</u>

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11   index, (3) obtain advertisements, automatically,

12   independent of end user acts, and responsive to the search

13   query, using the second index, and (4) output the obtained

14   search results and the obtained advertisements.

1   Claim 24 (currently amended):   Apparatus comprising:

2   a)   a storage facility including:

3   1)   advertisement information including ads, and

4   2)   a searchable data structure including advertiser

5   Web page information generated from information

6   automatically and exclusively extracted from the

7   identified advertiser Web pages without the need for

8   expressly entered advertiser entered targeting

9   information;

10   b)   means for generating search results using, at least,

11   the searchable data structure; and

12   c)   means for providing one or more ads from the

13   advertisement information, automatically, independent of

14   end user acts, and responsive to the search query, using,

15   at least, the generated search results.

1   Claim 25 (original):   The apparatus of claim 24 wherein the

2   advertisement information includes records, each record

3   including an ad and an advertiser Web page identifier.

1   Claim 26 (original):   The apparatus of claim 25 wherein the

2   advertiser Website information included in the searchable data

3   structure is derived from the advertiser Web page identifiers

4   included in records of the advertisement information.

1 Claim 27 (original): The apparatus of claim 24 wherein the
2 means for providing one or more ads from the advertisement
3 information includes
4   1)   means for determining at least one Web page
5   identifier from the search results, and
6   2)   means for looking up the one or more ads from the
7   advertisement information using the determined at
8   least one Web page indicator.

1 Claim 28 (currently amended): Apparatus comprising:
2   a)   an input for accepting a search query;
3   b)   means for searching, using information from the search
4   query, a searchable data structure including advertiser Web
5   page information to generate search results; and
6   c)   means for retrieving, automatically, independent of end
7   user acts, and responsive to the search query, at least
8   one advertisement using at least a portion of the accepted
9   search results,
10   wherein the at least one advertisement is retrieved from a
11 set of advertiser information, the set of advertiser information
12 including information identifying advertiser Web pages, and
13   wherein the searchable data structure including advertiser
14 Web page information is generated from information automatically
15 extracted exclusively from the identified advertiser Web pages
16 without the need for expressly entered advertiser entered
17 targeting information.

1 Claim 29 (original): The apparatus of claim 28 wherein the
2 searchable data structure is an inverted index.

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1 Claim 30 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more Web page identifiers.

1 Claim 31 (original): The apparatus of claim 29 wherein the
2 inverted index includes entries, each entry including a term and
3 one or more pairs, each pair including a Web page identifier and
4 a term count.

1 Claim 32 (currently amended): The apparatus of claim 29 wherein
2 the inverted index includes entries, each entry including a term
3 extracted from advertiser Web pages and one or more Web page
4 identifiers that ~~identifier~~ identify advertiser Web ~~page~~ pages
5 in which the term appears.

1 Claim 33 (original): The apparatus of claim 28 wherein the at
2 least one advertisement is retrieved from a set of advertiser
3 information, the set of advertiser information including
4 information identifying advertiser Web pages, and
5   wherein the searchable data structure including advertiser
6 Web page information includes information extracted exclusively
7 from the identified advertiser Web pages.

1 Claim 34 (original): The apparatus of claim 28 wherein each of
2 the search results have a score.

1 Claim 35 (original): The apparatus of claim 34 further
2 comprising:
3   d) means for scoring, using at least the search result
4   scores, at least some of the retrieved at least one
5   advertisement.

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1 Claim 36 (original): The apparatus of claim 34 further

2 comprising:

3   d) means for scoring, using at least the search result

4   scores and further using at least one of (1) ad performance

5   information, (2) ad price information (3) advertiser

6   quality information, and (4) user information, at least

7   some of the retrieved at least one advertisement.

1 Claim 37 (original): The apparatus of claim 28 wherein the

2 searchable data structure includes entries, each entry including

3 a term and one or more Web page identifiers, and

4   wherein the means for retrieving at least one advertisement

5 using at least a portion of the accepted search results uses Web

6 page identifiers included in the search results.

1 Claim 38 (original): The apparatus of claim 37 wherein the Web

2 page identifiers are used as lookup keys to a database of

3 advertisement information.

1 Claim 39 (original): The apparatus of claim 28 wherein the at

2 least one advertisement is not one of the accepted search

3 results.

1 Claim 40 (original): The apparatus of claim 28 wherein the

2 means for retrieving at least one advertisement does not

3 consider expressly entered targeting information.

1 Claim 41 (original): The apparatus of claims 28 wherein the

2 means for retrieving at least one advertisement does not

3 consider keyword targeting information.

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1 Claim 42 (original): The apparatus of claim 28 further
2 comprising:
3   d) means for generating a document including (1) search
4   results determined using the search query and a second
5   searchable data structure, and (2) the at least one
6   advertisement.

1 Claim 43 (original): The apparatus of claim 42 wherein a format
2 of each of the search results is different from a format of each
3 of the at least one advertisement.

Claims 44-49 (canceled)

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